

Perfect Prime Rib

The perfect centerpiece for your holiday celebration...a perfect beef rib roast. Cook an exquisite rib roast, with a heavenly rosemary-scented seasoning. With a cut of meat this tasty and of such high quality, you don't have to do much to get incredible results.

Taste the difference of **got to be NC GRASS FED BEEF**



One, Got to Be NC Grass Fed Beef rib roast

1/3 cup Olive Oil

2 Tbsp. lemon juice

3 Tbsp. rosemary leaves

4 cloves garlic, minced

2 Tbsp. black pepper

2 Tbsp. salt

Preheat oven to 450°F. Place the roast in a shallow roasting pan and allow it to rest out of the refrigerator for 30 minutes to bring the meat to just about room temperature. Combine olive oil, lemon juice, rosemary, garlic and pepper. Rub the meat all over with this mixture, patting it into the meat—particularly on top. Place the roast in the oven for 15 minutes or until the meat starts to brown (the high heat will sear the roast, sealing in the juices). Reduce the heat to 350°F and continue to cook 12-15 minutes per pound, depending on the desired degree of doneness. Remove roast from the oven and allow the meat to rest for 20 minutes. Before carving, slice a piece of the exterior rosemary-scented fat from the meat and rub it into the carving board to further season roast.

Gravy

For gravy, thicken the pan juices with enough flour to make a paste. Cook over moderate heat for 10 minutes, stirring constantly until the flour has browned and thinned slightly. Whisk in enough stock to give you a smooth sauce (about 2 cups for the average roast). Continue to simmer for 10 minutes, adjust seasoning with salt, pepper, rosemary and/or parsley.